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The One Minute Manager
by
Kenneth Blanchard & Spencer Johnson

"The One Minute Manager" by Kenneth Blanchard and Spencer Johnson is a short, easy-to-read book that provides practical management techniques. The book revolves around three key principles:

1. **One Minute Goals**: Setting clear, concise goals that can be reviewed in a minute or less. This helps employees understand what is expected of them and aligns their efforts with the organization's objectives.

2. **One Minute Praisings**: Providing immediate and specific praise when employees do something right. This reinforces positive behavior and motivates employees to continue performing well.

3. **One Minute Reprimands**: Delivering quick, constructive feedback when employees make mistakes. This helps correct behavior without demoralizing the employee.

The book emphasizes the importance of clear communication, positive reinforcement, and timely feedback in effective management.